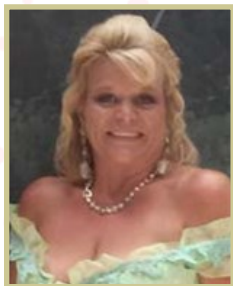




# Russo's Risers

JANUARY NEWSLETTER WITH DECEMBER RESULTS

## QUEEN OF WHOLESALE

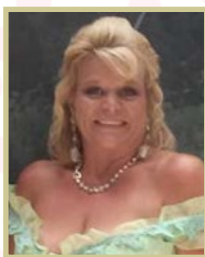


Carol Scarbro



## SOAR

## December Achievers



Carol Scarbro



Kathleen Moran



Sharon Albarano



Angela Yancey



Connie Russo



This could be YOU!

## PROUD REDS



Lurree Henrick



Donna Parker



Genie Bilko



Deborah Hipp



Kathleen Moran



Judy Snyder



# Achievers!

## ★ Quarter 3 On-Target Stars ★

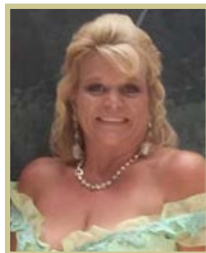


Name	Whls \$ + TB*	Sapphire	Ruby	Diamond	Emerald	Pearl
Angie Freeman	\$426.50	\$1,373.50	\$1,973.50	\$2,573.50	\$3,173.50	\$4,373.50
Kathleen Moran	\$410.00	\$1,390.00	\$1,990.00	\$2,590.00	\$3,190.00	\$4,390.00
Barbara Uadiski	\$306.00	\$1,494.00	\$2,094.00	\$2,694.00	\$3,294.00	\$4,494.00
Laura Burget	\$240.00	\$1,560.00	\$2,160.00	\$2,760.00	\$3,360.00	\$4,560.00
Stephanie Owens	\$230.50	\$1,569.50	\$2,169.50	\$2,769.50	\$3,369.50	\$4,569.50
Joanna Cordova	\$229.00	\$1,571.00	\$2,171.00	\$2,771.00	\$3,371.00	\$4,571.00
Susan Pillot	\$226.00	\$1,574.00	\$2,174.00	\$2,774.00	\$3,374.00	\$4,574.00
Karen Willey	\$225.00	\$1,575.00	\$2,175.00	\$2,775.00	\$3,375.00	\$4,575.00
Paula Nedock	\$168.00	\$1,632.00	\$2,232.00	\$2,832.00	\$3,432.00	\$4,632.00

## ★ Quarter 2 Star Achievers ★



Sharon Albarano  
**EMERALD**



Carol Scarbro  
**EMERALD**



Kathleen Moran  
**RUBY**



Angela Yancey  
**SAPPHIRE**



Connie Russo  
**PEARL**

## JANUARY - REVITALIZE AND RENEW



This January, you could treat your customers to the ultimate rejuvenation with an exclusive bundle offer! When your customers treat themselves to our Microdermabrasion Plus Set, they'll not only transform their skin but also enjoy the added luxury of our Indulge Soothing Eye Gel at **HALF PRICE!**

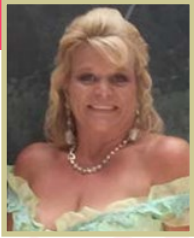
Help your customers renew their routine and start the new year with a revitalized glow!

Download



# Reaching for the Ring

## TOP IN SALES COMPANY COURT OF SALES



Carol  
Scarbro



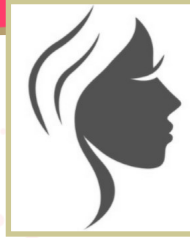
Sharon  
Albarano



Kathleen  
Moran



Donna  
Parker



Angela  
Yancey

### CONSULTANT

Carol Scarbro  
Sharon Albarano  
Kathleen Moran  
Donna Parker  
Angela Yancey  
Juanita Zeigler  
Annie Rupp  
Mary Jane Loy  
Hilary Pogasic  
Deborah Hipp

### YTD RETAIL

\$13,396.00  
\$11,397.00  
\$10,420.00  
\$ 5,823.00  
\$ 4,209.00  
\$ 3,305.00  
\$ 3,030.00  
\$ 2,794.00  
\$ 2,793.00  
\$ 2,508.00

## TOP IN SHARING COMPANY COURT OF SHARING



Deborah Hipp



Sharon Albarano



This could be YOU!

### RECRUITER

Deborah Hipp  
Sharon Albarano

### NEW TEAM MBERS

1  
1

### YTD COMMISION

\$ 96.00  
\$ 72.00

## National COURT OF SALES



### NATIONAL

\$40,000 rs/ \$20,000 whsl

### AREA

\$20,000 rs/ \$10,000 whsl

### UNIT

\$10,000 rs/ \$5,000 whsl

## National COURT OF SHARING



### NATIONAL

24 Team Members

### AREA

12 Team Members

### UNIT

6 Team Members



# Celebrating You!


## FEBRUARY BIRTHDAYS

CONSULTANT	DATE	CONSULTANT	DATE
Juanita Zeigler	1	Deborah Flanagan	17
Sandra Clark	3	Ann Bilko	19
Jaclyn Madden	6	Pamela DeVore	20
Danielle Taylor	9	Zenda Fornicola	20
Leah Gillespie	13	Faith Palumbo	20
Jewell Guyer	15	April Weiss	24

## MK ANNIVERSARIES

CONSULTANT	YEARS	CONSULTANT	YEARS
Connie Russo	44	Lorrie Seison	15
Beverly Heberlein	35	Sandra Black	14
Stephanie Williams	33	Bonita Beasley	13
Susan Sunvold	29	Stephanie Peachey	6
Theresa Kuntz	28	Donna Crawford	5
Pamela DeVore	25	Dawn Steinbugl	4
Judy Coutts	22	Bridget Behe	4
Mary Lynn Carnovale	22		

## LOOK WHO INVESTED

 Carol Scarbro	\$830.00	Donna Parker	\$363.00	Genie Bilko	\$228.00
 Kathleen Moran	\$669.50	Leslie Wagner	\$359.00	Susan Pillot	\$226.00
 Sharon Albarano	\$650.80	Stacy Huntzinger	\$349.50	Wendy Fay	\$225.00
 Angela Yancey	\$600.50	Barbara Uadiski	\$306.00	Karen Willey	\$225.00
Tara Hartley	\$561.50	Bridget Behe	\$283.00	Danielle Taylor	\$224.00
Pamela DeVore	\$493.00	Ann Bilko	\$281.50	April Weiss	\$189.00
Carol Zellers	\$485.00	Wendy Foreman	\$281.00	Paula Nedock	\$168.00
Luree Hendrick	\$431.00	Alyssa Conrad	\$269.50	Stephanie Peachey	\$133.00
Angie Freeman	\$426.50	Michele Link	\$253.00	Jewell Guyer	\$ 84.50
Naisha Silvey	\$417.00	Patricia Czulewicz	\$244.50	 Connie Russo	\$675.00
Lisa Goldman	\$383.00	Stephanie Owens	\$230.50		

 ON-TARGET for Year Long Consistency

## LOVE CHECKS

Luree Hendrick	\$323.55	9%	Sharon Albarano	\$ 24.02	4%	Kathleen Moran	\$ 10.78	4%
Deborah Hipp	\$ 26.78	4%	Donna Parker	\$ 42.26	9%	Connie Russo	\$520.69	13%
Genie Bilko	\$ 25.88	4%	Mary Kirby	\$ 12.24	4%	Does not include Unit Commissions and Bonuses		

"Begin to build in your mind a dream. Then write it down and make your goal realistic." - Mary Kay Ash





# Steppin' Up The Ladder



## SENIOR CONSULTANT

1-2 Active Team Members  
4% Commissions  
Earn \$50 Team Building Bonuses

Sharon Albarano  
Kate Griffey  
Mary Jo Fiore  
Carol Scarbro



## STAR TEAM BUILDER

3-4 Active Team Members  
4, 6 or 8% Commissions  
50% Discount on Red Jacket  
\$50 Team Building Bonuses



Genie Bilko  
Deborah Hipp  
Kathleen Moran  
Judy Snyder



## TEAM LEADER/ ELITE TEAM LEADER/DIQ

5+ Active Team Members  
9 or 13% Commissions  
\$50 Team Building Bonuses  
Earn use of Career Car/ Cash Compensation  
5% Second -Tier Team Commission (Elite/DIQ)



Luree Hendrick  
Donna Parker

## DIRECTOR

4, 9, or 13% Personal Commissions  
9, 13 or 23% Unit Commissions  
\$100 Team Building Bonuses  
Unit Bonuses  
Earn use of Career Car/  
Cash Compensation



Connie Russo

## CRUSH YOUR GOALS IN 2024

**3 GOAL-SETTING TIPS TO CRUSH YOUR GOALS IN 2024**

**1**

**DREAM BIG, PLAN SMART**

ONCE YOU HAVE YOUR BIG-PICTURE GOAL, BREAK IT DOWN INTO SMALLER, ACTIONABLE MILESTONES. THINK DAILY, WEEKLY, AND MONTHLY TARGETS TO HELP KEEP YOU MOTIVATED ON THE JOURNEY.

**3 GOAL-SETTING TIPS TO CRUSH YOUR GOALS IN 2024**

**2**

**EMBRACE THE POWER OF "AND"**

INCLUDE GOALS THAT PRIORITIZE SELF-CARE ALONGSIDE YOUR BUSINESS TARGETS. SCHEDULE TIME FOR EXERCISE, RELAXATION, AND SPENDING TIME WITH LOVED ONES. A HAPPY AND HEALTHY YOU IS A MORE PRODUCTIVE AND SUCCESSFUL YOU!

**3 GOAL-SETTING TIPS TO CRUSH YOUR GOALS IN 2024**

**3**

**TRACK, ANALYZE, ADAPT**

REGULARLY TRACK YOUR PROGRESS. ANALYZE WHAT'S WORKING, WHERE YOU'RE FACING CHALLENGES, AND ADAPT YOUR STRATEGIES ACCORDINGLY. CELEBRATING YOUR ACHIEVEMENTS, NO MATTER HOW SMALL, WILL KEEP YOU MOTIVATED AND ON TRACK.

Remember, success in Mary Kay is a journey, not a destination. Here are 3 tips that will help you set realistic, achievable goals and develop the resilience and adaptability to crush them in 2024. So go forth, dream big, work smart, and conquer your Mary Kay goals!



Now we welcome  
the **new** year,  
full of new  
**beginnings**  
that have *never* been.

~ Rainer Maria Rilke



Help your customers elevate their self-care routine with the Spring issue of The Look! Enroll your customers for 90¢ per name and they'll receive an exclusive FREE sample.

Enrollment closes  
on Jan. 17, 2024.

Enroll



**WELCOME**  
**NEW**  
**CONSULTANTS**

**Carol Zellers**

From SHERMAN DALE, PA

Sponsored by Connie Russo

# A BEAUTY BRIEFING WITH Connie

Happy New Year!! What an exciting time to be part of Mary Kay! No matter how you finished 2023, this is the perfect time to reflect on your goals and plan your steps to where you are going.

Fine tune your focus and get excited for the second half of the Mary Kay year as we **SOAR in 2024!**

Here are a few ideas to **MAKE AN IMPACT** the Mary Kay way.

Make the most of everyday encounters!

Make a difference. What one thing can you do today?

Make a plan for the week - month - quarter - year.

Make time for your business - your dreams - yourself.

Make every moment count!

Remember to keep familiarizing yourself with the updated Mary Kay In-Touch and let me know what **you** are most excited about right now. I am so excited to see where the new year takes us!

*What you believe, remember, you can achieve.* - Mary Kay Ash

Love and belief,

Connie

## SIX MOST IMPORTANT THINGS LIST

From *Miracles Happen* by Mary Kay Ash



Early in my sales career, I heard a story that was to have a lasting effect upon me and the way I work. The subject was time management, and the story concerned by Lee, a leading efficiency expert, and Charles Schwab, president of a then-small company called Bethlehem Steel.

Ivy Lee called on Charles Schwab and said to him, "I can increase your efficiency and your sales if you will allow me to spend 15 minutes with each of your executives."

Naturally, Schwab asked, "What will it cost me?"

"Nothing," Lee said, "unless it works. In three months, you can send me a check for whatever you think it's worth to you. Fair enough?"

Schwab agreed, so Lee spent 15 minutes with executives from the struggling young steel company and asked them to complete a single task. Every evening for the next three months, each executive was to make a list of the six most important things he had to do the next day. Finally, the executive was to rank the items in the order of importance.

"Each morning, begin with the first item on the list," she told them, and scratch it when it's finished. Just work your way right down those six items. If you don't get something finished, it goes to the next day's list."

At the end of the three-month trial, efficiency and sales had increased to such an extent that Schwab sent Lee a check for \$35,000. Now, that's still a lot of cash for such a small amount of work, but in today's money, \$35,000 would probably be the equivalent of \$350,000.

So I pondered the story. I wrote down the six most important things I had to do the next day. I have continued making

Feeling overwhelmed by your to-do list? Don't fret! Mary Kay Ash, the legendary founder herself, had a secret weapon for staying focused and productive: The Six Most Important Things List.

This simple yet powerful strategy can help you prioritize tasks, maximize your time, and crush your goals. But where did this fantastic idea come from? Read the inspiring story of how it all started!

Are you ready to give it a try? Grab a pen and paper (or use an app), start planning your tomorrow, and watch your productivity soar!

Download



# JANUARY - REVITALIZE AND RENEW



This January, you could treat your customers to the ultimate rejuvenation with an exclusive bundle offer! When your customers treat themselves to our Microdermabrasion Plus Set, they'll not only transform their skin but also enjoy the added luxury of our Indulge Soothing Eye Gel at HALF PRICE!

Help your customers renew their routine and start the new year with a revitalized glow!

Download

# SETTING GOALS - THE SMART WAY



Get ready to shine in 2024 with SMART goals that bring joy and success:

- Specific: Paint a clear picture of your goal!
- Measurable: Keep the excitement alive by tracking your progress.
- Achievable: Dream big, but make sure your goals are reachable.
- Relevant: Let your goals light up with the spark of your own values.
- Time-Bound: Set a countdown - your success party awaits!

As you start on this journey, remember that the road to success is often just as exciting as reaching your destination.

# WINTER SKIN RELIEF - STAY RADIANT & HYDRATED



As winter arrives, help your customers ensure their skin stays radiant and hydrated. Here are some quick tips for winter relief:

- Hydration Hero: Use Extra Emollient Night Cream for intense hydration. Say goodbye to dryness!
- Gentle Cleansing: Keep it gentle with TW 3-In-1 Cleanser. Cleanse morning and night for fresh skin.
- Moisture Lock: Seal in moisture with Intense Moisturizing Cream. Your secret to supple skin!
- Glow Booster: Revitalize with TW Microdermabrasion. Unveil luminous skin 1-2 times a week.
- Sunscreen Saver: Protect with Daytime Defender Sunscreen SPF 30. Even in winter, shield against UV rays!
- Lip Love: Pamper your pout with the Satin Lips Set. Exfoliate and moisturize for kissable lips.



# Creating

TWO THOUSAND AND TWENTY FOUR

What would you like to be your biggest triumph in 2024?

---

What advice would you like to give yourself in 2024?

---

What is the major change you are willing to make to improve your financial results in 2024?

---

What would you be most happy about completing in 2024?

---

What major indulgence are you willing to experience in 2024?

---

What would you most like to change about yourself in 2024?

---

What are you looking forward to learning in 2024?

---

What is the biggest risk you are willing to take in 2024?

---

What about your work are you most committed to changing and improving in 2024?

---

What is an undeveloped talent you are willing to explore in 2024?

---

What brings you the most joy? How are you going to have more of that in 2024?

---

Who or what, other than yourself, are you most committed to loving and serving in 2024?

---

What one word would you like to have as your theme in 2024?

---

CREATED BY

NSD Kristin Sharpe



# DOUBLE DEAL DAYS!

Choose **2** Special Deals  
(instead of 1) for every \$50 purchase

January's  
Special  
Deals

50% off

One Item of Your Choice  
for Every \$50 Purchase  
(\$200 purchase = 4 1/2 price specials)

## HA + Ceramide Hydrator



Experience science's powerhouse hydrators that deliver advanced aid to dry skin.

~~\$38~~ \$19

## Intense Moisturizing Cream

Luxurious cream for dry skin leaves skin looking immediately more radiant and feeling unbelievably soft and smooth.



~~\$34~~ \$17

## Oil-Free Hydrating Gel



Non-greasy gel absorbs quickly, leaving skin feeling cool & refreshed while hydrating it for up to 10 hours.

~~\$34~~ \$17

## Volumizing Brow Tint



Quick & easy natural-looking, well-groomed brows of your dreams is a breeze.

Blonde Brunette  
Dark Blonde Dark Brunette

~~\$14~~ \$7

## Microdermabrasion Plus Set



Immediately skin looks younger, and pores look smaller. Plus it dramatically improves skin's texture & visibly improves the look of fine lines.

~~\$58~~ \$29

## Berry & Vanilla Body Care Set

Refresh your senses with our body wash and lotion set!



~~\$28~~ \$14

## TimeWise Replenishing Serum C + E



See skin that's brighter, firmer & glowing with good health.

~~\$60~~ \$30

## Micellar Water

Micelles act like magnets to draw out impurities, so you're left with a clean feeling. No rinsing required.



~~\$18~~ \$9

## Frost Yourself Glam

Take your eyes to the next level with this glamorous New Year Palette!



~~\$42~~ \$21

## Liquid Eyeshadow

Choice of 1: One-and-done eye looks! Creamy yet lightweight & pigment-packed color in a single swipe.



~~\$16~~ \$8

## Eyebrow/Eyeliner Brush



Tame brows, fill in sparse areas and precisely apply eyeliner.

~~\$10~~ \$5

## Belara Eau de Parfum

This creamy floral is a perfectly balanced, sheer fragrance with an invigorating blend of luminous florals and warm notes.

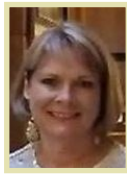


~~\$44~~ \$22

PINK TRISTAR  
DESIGNS



## Russo's Risers



### Connie Russo

107 Quince Court  
Hollidaysburg, PA 16648  
814.312.2106

## important dates

### Sunday Night Zooms

Unit calls with Julie Crusciel—8pm  
Zoom ID: 814 886 3975

**Jan 1** - New Year's Day

**Jan 17** - Spring PCP enrollment ends

**Jan 30** - Last day to place telephone orders

**Jan 31** - Last day to place on-line orders

**Feb 2** - Reg opens for 1st week of CC

**Feb 3** - Reg opens for 2nd week of CC

**Feb 8** - Spring Look Book begins mailing

**Feb 14** - Valentine's Day

**Feb 27** - Last day to place telephone orders

**Feb 28** - Last day to place on-line orders

STAY  
powerful!

soar  
like never  
before  
MARY KAY



When you order \$600+ whsl in  
JANUARY, you will receive this  
**ACRYLIC MEMO BOARD**  
from the *Soar Like Never Before* Collection.

soar  
like never  
before  
MARY KAY



Earn the Year Long Consistency Challenge  
**MOTHER OF PEARL FACE WATCH**  
when you achieve the *Soar Like Never Before*  
Challenges each month,  
July 2023 through June 2024.